1 Introduction

Based on 30 years of experience in the conception, design and production of print and digital media, the author was able in leading positions in advertising, communications, and marketing to witness the rapid development of the communications and media industry. While creating and publishing more than 500 different printed works and 15 websites for different companies, he experienced the introduction and triumphant progress of new media technologies, new development and production methods in the production of advertising material and completely changing production processes in the creation of media products. In the 1980s, the introduction of powerful, user-friendly computers and personal computers, mainly from Microsoft Inc. and Apple Inc., as well as powerful yet easy-to-use operating systems and the resulting increasingly easy to handle and programmable software for image processing, text editing and the creation of print media made it possible to create printed works using CTP (computer-to-plate technology). This meant abandoning pre-press activities, such as the development and adaptation of films, and thus led to disruptive business models in the advertising industry for reasons of simplification and cost considerations. This CTP was the first "digitalisation" in the production process of the communications industry and caused a rapid upheaval and the elimination of numerous work steps from the so-called pre-press, which are now generated automatically. As early as 1998, the author developed a data solution process, which simplified media production. This was to ensure that the generated data was stored in digital form in a central repository.

Since the author was in charge of an advertising department, he wanted to ensure that pictures, texts and graphics were only created once and used in the company's various publications. This first media convergence in terms of content was a novelty in production at that time, saving costs and guaranteeing a uniform appearance. Even back then, when the Internet was still in its developmental stage it was clear that technological progress was leading to global trends that would radically change the media and communication behaviour of not only technology-oriented consumers. Be it Facebook, Google or Netflix, ideas of individual founders have developed into globally operating corporations in recent years, which would influence the communication of all participants both technically and by introducing new media platforms and forums worldwide, raising it to new levels of accessibility, speed and reciprocity. New methods and technologies are emerging almost weekly, changing and improving proven processes, services and also replacing proven business models. Due to relatively low investment requirements of digital companies, which in the most radical case only need an

Internet connection and a computer, almost monopolistic providers are growing in a very short time, offering serious competition to the big players in the industry and/or making their business model obsolete. But not only the technologies are changing, at the same with almost the same speed, the marketing tools are changing and with that the common marketing practice at least for the instruments of promotion and placement. New sales and/or communication channels are discovered, used and optimised. Through technical developments it is now possible to supplement or completely change the reality (humans experience). Augmented and virtual realities, digital transformations or social media platforms, communication is undergoing a rapid change, forcing the economy to communicate constantly with target groups on their channels, to keep up with developments and follow customers on the new platforms, and to use and create new forms of communication. According to the study "The Impact of Modern Technology on Changing Marketing Actions in Organisations", academic research currently lags behind developments in technology and marketing (Swieczak, 2017) and does not provide the business community with a tool that captures the changes in communication and interaction in an up-to-date manner. This results in an increasing gap between current communication behaviour and science that follows it. As a contribution to closing this gap, the following work deals with the conditions, the impact and the opportunities offered by new technologies and new communication channels to meet the requirements of the target groups in marketing, communication and advertising.

2 Aim of the book

The study is intended to provide answers to the question of how digitisation, the Internet and social media influence the communication of Generations Y and Z. Which consequences and challenges arise from technical innovations and how these affects communication with these target groups. The study initially deals with the target groups of the Generations Y and Z, as these, as people born after 1980, are assumed to be at home in the digital world because they are easily "immigrated" or even "born into" it. It will scrutinize whether digital natives are synonymous with members of Generations Y and Z, how these digital natives communicate and influence the communication and media landscape. In addition, it will be examined what influence social media can have on the communication of the Generation Y and Z and thus on the digital natives. In summary, the aim is to present the possibilities of target group-oriented communication with digital natives and the use of social media platforms, instruments and technologies.

2.1 Research questions

In order for the economy, especially advertisers and those involved in communication, to be or remain successful in the future, they must adapt their marketing and communication tools to developments. In this context, academic research lags far behind the challenges and developments of new information technologies and changed forms of communication. (Świeczak, 2017). Bistra Vassileva poses the question of the effects of the permanent increase in information, production, manipulation, distribution and consumption (Vassileva, 2017) and further argues that companies must not only change their marketing instruments and organisational structures but also their business model (Vassileva, 2017). A structured source of information is missing so far and will be developed in this paper. With the help of the resulting findings, media use and communication behaviour in Germany can be identified and made usable. It will be investigated whether the typical representative(s) of generations Y and Z exist, and which socio-cultural characteristics determine these cohorts. If the generation is actually a homogeneous group with the same communication patterns, possibilities will be sought to successfully shape interaction with this target group. Therefore, in this thesis these questions:

1) How are analogue and digital communication technologies used?
2) What influence does social media have on the target group?
3) Which communication channels will be used in the future?

4) What significance does this have for the communication mix?
are examined. The aim is to realistically present target group-oriented communication with the target groups of digital natives of the Generations Y and Z, and to show the potential for optimisation. Media professionals in marketing, sales, communication, service and management are to be provided with insights that help them to optimize the communication mix for more effective targeting.

2.1.1 Research design

Due to broad media convergence, which includes media content and media use, it is difficult to clearly define and delimit the areas examined (Hasebrink, 2017). In recent years, the disappearance of classic boundaries between the media has been particularly noticeable. Therefore, the analysis and evaluation of the information and communication sector requires a holistic approach in order to be able to identify changes in communication behaviour, media use and information requirements as early as possible (Hasebrink, 2017). In the presentation of public communication, on- and offline media and their effects must be presented. Thus, this work is divided into two descriptive parts, leading to a practice-relevant combination with recommendations for action for media professionals and media users.

First, an overview of the technical framework and the classification of target groups for communication is given. In the second part, classical and modern as well as analogue and digital media are examined and their effects on communication behaviour are described. The presentation of facts based on literature and numerous studies is supplemented by analyses, trends and perspectives and summarized to results so that target groups can be defined and possibilities for optimal communication can be presented.

2.1.2 Current state of knowledge

Web 2.0. offers users, whether for private or commercial purposes, countless applications and platforms for sharing their own content, comments, opinions and also for creating virtual presences on the web (Walsh, 2011). This gives almost everyone the opportunity to participate, design and publish media and communication content at relatively low cost and with theoretically global impact. This form of cooperation therefore has an enormous influence not only on users but also on companies. Purchasing decisions are made with the help of social media in Web 2.0 and social media platforms decide the fate of companies, governments, parties and their success. In order to communicate successfully in this new media world, suitable media offerings must be defined based on target